GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:361
ANSWERED ON:19.02.2009
RURAL TOURISM
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Will the Minister of TOURISM be pleased to state:

(a) whether the Government in partnership with the United Nations Development Programme has developed a large number of sites and launched new projects to promote rural tourism across the country;

(b) if so, the details thereof;

(c) whether the Government has prepared any plan for road shows in important tourist generating overseas markets to encourage foreign tourists; and

(d) if so, the number of road shows organised so far during 2008-09 in various countries and the details of expenditure incurred thereon?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) to (d): Ministry of Tourism provides Central Financial Assistance to State Government/UT Administrations for infrastructure development in rural sites having tourism potential under the ongoing scheme of Product/ Infrastructure Development for Destinations & Circuits.Funds for Capacity building are provided through Government of India-United Nations Development Programme (UNDP) Endogenous Tourism Project and the Capacity Building for Service Providers Scheme of the Ministry. Ministry of Tourism has so far sanctioned projects for 139 rural tourism sites in 27 States including 36 sites which UNDP has supported for capacity building.

Ministry of Tourism promotes and publicises all tourism products including rural tourism sites through collaterals/ print/electronic media and through participation in international events/fairs and Road Shows.